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NEWSPAPER

July 20, 1987

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Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

While Lt. Col. North actually hasn't endorsed Dry Idea, one agency exec suggested he'd rank high for the underarms deal. (Art by Gem Studio, New York.)

Ollie's follies could be ad hit

By LENORE SKENAZY

He's cool in front of a camera. He's engaging. Human. And his name recognition soars right off the charts.

Patriot or scoundrel, Ollie North has proved one thing for certain: He's got "E.P."—Endorser Potential.

Advertising Age asked several agencies to determine what Lt. Col. North would be best at endorsing. Many agency executives believe he could have quite a future in advertising.

"Despite the fact that I'm an ex-Marine myself, I think that Lt. Col. North would be an excellent spokesman for the Oscar Mayer bologna account," wrote Tom McElligott, executive creative director of Minneapolis' Fallon McElligott. "He seems to be a real expert on the stuff."

Since the public seems to love and forgive Oliver North, "I think he could endorse Chryslers," said Sean Fitzpatrick, exec VP-director of creative services at Campbell-Ewald, Warren, Mich., and creator of Chevrolet's

(Continued on Page 55)

Quaker wins legal bout in cereal wars

By BETH AUSTIN

Quaker Oats Co. has won the first legal battle in what is shaping up as this summer's major marketing war.

At stake is Quaker's 68% share of the $500 million hot cereal market, threatened by General Mills' new Total Oatmeal.

In the latest skirmish, Minneapolis-based General Mills admitted in a federal consent decree that its use of a partial Quaker logo—the "Quaker Man"—on a package of its new hot oatmeal without full identification of the Quaker company name violated trademark law.

Quaker Oats Co.'s Quaker Man.

On another front, Chicago-based Quaker is launching a salvo at General Mills' marketing strategy, based on claims that Total Oatmeal, going on shelves this month, has "more nutrition than any hot cereal" (AA, June 29).

In the consent decree, filed simultaneously with a Quaker lawsuit in U.S. District Court in Chicago last week, General Mills agreed to use the complete logo and name in future comparisons, coupled with a disclaimer stating that Total Oatmeal is not a Quaker product.

In return, Quaker agreed to pose no legal challenge to distribution of 350,000 cases of Total Oatmeal already packaged and ready for shipment this month, provided that General Mills adds the notation "Registered trademark and product of The Quaker Oats Co." to 50,000 cases of product.

"The settlement of the dispute with Quaker is not disrupting our plans to keep on schedule with our Total Oatmeal introduction," a General Mills spokesman said.

Still under dispute are the basic claims that Total Oatmeal provides far more nutrition than Quaker's hot cereals. Unlike unfortified Quaker Oats, the Total line is sprayed with a mixture of vitamins and minerals that gives the product 100% of the required daily allowance of 10 vitamins and minerals.

In response, Quaker is boosting the vitamin fortification in one flavor in its seven-flavor Instant Quaker Oatmeal line.

All of the Instant Quaker Oatmeal flavors are vitamin-fortified, to about 25% of the RDA, but the Apple Raisin Walnut flavor will be super-fortified to equal or exceed Total Oatmeal.

The new super-fortified flavor, to be shipped this month, will require little effort on Quaker's part—but it defuses the product superiority claim at the heart of General Mills' $24 million Total Oatmeal introduction, handled by Saatchi & Saatchi DFS Compton, New York.

General Mills says it is waiting to see the new Quaker product on the shelves before it reconsiders its marketing strategy. Quaker is responding to the Total Oatmeal threat with a $45.6 million campaign by Jordan, Manning, Case, Taylor & McGrath, New York, which includes a 76% boost in TV spending over the next year (AA, July 13).#

Is Sorrell looking to buy more?

WPP on the move

By PAT SLOAN and LAUREL WENTZ

New York—WPP Group, which became the new owner of JWT Group last week, may be taking its first step toward raising new capital in the U.S., according to analysts in the U.K. financial community.

The funds could be used to finance future U.S. acquisitions or pay off some of the debt WPP took on when it acquired JWT.

Also last week:

- Saatchi & Saatchi Co. sold its 7% stake in WPP Group July 17 on the London Stock Exchange in response to heavy pressure from Saatchi client Procter & Gamble Co. and from WPP, concerned because JWT is a Unilever agency in 25 countries.

Sources said P&G was so concerned about the Saatchi shareholding in WPP that P&G Chairman-CEO John Smale made a personal call to Anthony Simmonds-Gooding, chairman of the Saatchi & Saatchi Communications division that controls Saatchi's ad agency holdings, to express his concern.

A Unilever spokesman in London said July 17, "Clearly, we're not unhappy with this development. It is acceptable."

Sources said the pressure on Saatchi from P&G became too great to withstand.

Previously, Interpublic Group

(Continued on Page 53)

- Backer & Spielvogel, Ted Bates Worldwide finally merge. Page 52.
- DYR and HCM combine to form HDM. Page 52.
- Goodyear may stick with JWT, but others may leave. Page 53.

Last Minute News

Burger King reviews soft drinks

Miami—Burger King is reviewing its soft-drink allegiance. President Charles Olcott is expected to decide Aug. 1 whether to dump Pepsi-Cola USA when its contract ends next year and jump to Coca-Cola USA. Industry sources put BK's retail soft-drink sales over the next five years at more than $3 billion. PepsiCo's ownership of three major restaurant chains—which caused Wendy's to drop Pepsi last year—is being taken into consideration, a BK spokeswoman said. Separately, sources say BK's final decision on an agency for its $200 million account has been pushed back one month to October. The planned list of eight semifinalists so far includes New York agencies BBDO Worldwide; D'Arcy Masius Benton & Bowles; Jordan, Case, Taylor & McGrath; and Saatchi & Saatchi DFS Compton, as well as incumbent J. Walter Thompson USA *(see related story on this page).*

Lowe Marschalk wins Xerox work

Stamford, Conn.—Xerox Corp. last week assigned an estimated $15 million in advertising for its national marketing division to Lowe Marschalk, New York. The account previously was at Ted Bates Advertising, now part of the newly merged Backer Spielvogel Bates

(Continued on Page 8)

Highlights

Seagram seeks ad discount 4

Joseph E. Seagram & Sons, the world's second-largest liquor marketer, wants newspapers to give distilled spirits the same special discounted national advertising rate extended to package goods. Under the Package Goods Rate Plan, national ad rates for food, drug, toiletries, household products and cosmetics marketers are being cut 30% during an 18-month test at 258 daily newspapers. The plan was conceived as a way to attract advertisers who don't use the medium heavily, and Seagram wants a slice of it.

Audi plots campaign drive 12

Audi of America is using dozens of owner testimonials in a new campaign to revive its image, damaged by publicity about possible problems with automatic transmissions. Audi pulled its national advertising in February to reformulate strategy and allow a cooling off from negative publicity about alleged problems of sudden acceleration in model 5000 sedans with automatic transmissions. The carmaker also has rebuilt sales by offering owners of 1984 through '86 5000S models rebates of $5,000 on the purchase of new 5000 models. The program, which ended June 30, produced Audi's second-highest sales month ever, 7,915 cars during June.

Sales sour for fruit teas 25

Fruit teas, introduced with heavy ad spending last year, are turning out to be lemons. Faced with a slow-growing iced tea market and continuing erosion of the convenience tea market by other soft drinks, three major package-goods rivals—Nestle Foods Corp., General Foods Corp. and Thomas J. Lipton Inc.—brought out fruit-flavor powdered iced tea mixes last year. But despite an estimated $24 million in ad spending for the three brands in their first year, fruit teas account for only 10% to 12% of the $400 million iced tea market. Lipton projected fruit teas would take at least 20% of iced tea sales.

Gourmet foods a la America 46

Gourmet foods, once associated with imported delicacies, are becoming Americanized. The 31,000 people attending last week's 33rd annual International Fancy Food & Confection Show in New York found an increasing number of American salad dressings, snacks and desserts interspersed among the Belgian chocolates, French pastry and Italian wines.

Aim campaign under fire 51

Comparative ads for Lever Bros.' Extra Strength Aim anti-cavity toothpaste, under fire from Procter & Gamble Co. and Colgate-Palmolive Co, were criticized by the National Advertising Division of the Council of Better Business Bureaus. The Lever spots, which pitted Extra Strength Aim against Crest and Colgate, were challenged by both companies.

Diamandis buying, or selling? 54

Offering key employees a piece of the action is a major part of Peter Diamandis' plan to run CBS Magazines after he buys it from CBS Inc. But insiders speculate he also may sell some of the sluggish CBS titles after the sale goes through.

INTERNATIONAL

Billions watch Tour de France 24

The prestigious monthlong Tour de France bicycle race through France is turning into a global sporting—and marketing—event. The race is being broadcast in 75 countries via 140 TV feeds. In the U.S., CBS holds the TV rights and will cover the finale July 26 on "CBS Sports Sunday."

Gold Lions at Cannes 34-36

Advertising Age presents frames of 27 of the 33 Gold Lion awards won in Cannes last month, with a description of the commercial and creative credits.

OTHER NEWS

J. Walter Thompson USA has borrowed an idea from sister agency Lord, Geller, Federico, Einstein in the continuing battle to revive sales of Miller High Life beer. At least three "Hill Street Blues" alumni are appearing in three new 30-second TV spots for High Life, in a campaign similar to IBM Corp.'s use of M*A*S*H characters. Page 12.

Procter & Gamble Co. is pushing its agencies to take more creative risks with print advertising. While P&G is not retreating from its traditional insistence that ads focus on product benefits, its agencies say they are being "encouraged" to develop more dramatic creative executions that hold readers' attention and invite their involvement. Page 21.

Xerox Corp. this week launches an estimated $20 million international corporate ad campaign that for the first time adopts an integrated approach to a range of products. The effort is themed "We document the world," and was created by Ted Bates Advertising, New York. Page 49.

Cahners Publishing Co.'s purchase of *Variety* could help push the largely business-to-business magazine publisher further into consumer markets. Newton, Mass.-based Cahners last week agreed to acquire both the daily and weekly editions of *Variety*, the 82-year-old entertainment business newspaper, for an estimated $40 million to $60 million. Closing is expected by mid-August. Cahners officials say they will use *Variety* as the nucleus of a new entertainment division. Page 53.

SPECIAL REPORT

***Newspapers**—Afraid of becoming irrelevant to readers and dispensable to advertisers, the industry is promoting change more aggressively than ever before. Splashy graphics, flexible printing schedules, minority hiring and rate cuts for national advertisers are headlining their attempts. Starts after Page 28.*

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Personal care gets activity from Colgate

By PAT SLOAN

New York—Colgate-Palmolive Co. will undertake its first major personal-care initiative in several years when it introduces Lornay, a a product for sensitive skin, in January.

Also, industry sources said the company's Colgate Venture Co. subsidiary will introduce in September New Again, a blood-stain remover that will be sold in the feminine hygiene department of mass-market stores. The subsidiary is concentrating on entrepreneurial/-specialty niche marketing and also plans an expansion of its Maniac teen fragrances into a collection of personal-care products for teen-agers.

> *"Though these products aren't now significant in size, they are all meaningful in direction."*
>
> **—Analyst Jay Freedman**

"Though these products aren't now significant in size, they are all meaningful in direction," said Jay Freedman, analyst with Kidder Peabody.

Lornay is an example of "one of the ways Colgate has come up with to penetrate the personal-care market," he said. "Four years ago they tried to do that with shampoos, but obviously they didn't succeed, since the products aren't now in distribution."

Sources also said Colgate plans to build Lornay into a global brand.

Although Colgate won't comment on Lornay, sources close to the company said it is being developed by consultant Richard Barrie, a former president of Faberge, which was founded by his father, George Barrie.

Lornay's agency is HDM, formerly HCM, here. Mr. Barrie left Faberge after it was sold to McGregor Corp.

Palmolive Laboratories, a division of Colgate Venture Co., reportedly is working on its own skincare product and 15 other products. But New Again, which will be marketed by Palmolive Laboratories, is its first national effort.

New Again has been assigned to Kornhauser & Calene, making it the shop's first Colgate assignment. Stuart Gellis, national sales manager, said national print advertising will be used for the introduction. However, K&C also is testing radio for the brand.

Mr. Gellis said the product was tested in hospitals. And though it works on many stains and any type of blood stain, it is being positioned specifically to remove menstrual blood.

"Colgate Venture Co. is specializing in niche positioning," Mr. Gellis said. "We don't want to be sold in the detergent and spot-remover section of the store. Stores like it because it won't splinter the category. It represents all plus dollars."

Mr. Gellis would not comment on Maniac or other Colgate Venture Co. projects. However, retail sources said Maniac no longer is being tested in upstate New York. Instead, they indicated, the teen fragrance line is being expanded into other grooming products and will be put into a mid-Atlantic test.

If it fares well in test, it will be introduced nationally during fall 1988. DePalma & Hogan handles.

Colgate Venture Co. also continues to test Cleaning Dimensions stores in Austin, Texas; Feliners cat box liners; and Teledisc Music.

Sources said the new businesses, when introduced nationally, are expected to range in size from $10 million to $90 million.#

Security Pacific taps Hal Riney

Los Angeles—Security Pacific National Bank appointed Hal Riney & Partners, San Francisco, to handle its $10 million retail banking account, sources say. The account was handled in-house. D'Arcy Masius Benton & Bowles, Ketchum Advertising and J. Walter Thompson USA, all Los Angeles, also competed.

DDB Needham Worldwide's media buys in August, but the first major new creative work will not break until next summer.

West Coast News

Sea World of California, San Diego, hired D'Arcy Masius Benton & Bowles, Los Angeles, to handle its $4 million account, after a review involving DYR, Los Angeles; N W Ayer, Irvine; Franklin & Associates, San Diego; and Salvati Montgomery Sakoda, Santa Ana. The account change follows the decision of Sea World's parent, Harcourt Brace Jovanovich, to transfer the advertising responsibilities for its several aquatic theme parks to local agencies. VP-Marketing Ron Yeakley said DMB&B will begin handling Sea World of California's Western division is in contact with several southern California agencies specializing in hispanic marketing concerning a possible acquisition, informed sources say. In addition, the agency is expected this week to sign its buyout deal with Rancho Cordova-based Girvin, Conrad & Girvin.

Union Tribune Publishing, San Diego, named Franklin & Associates its agency on the $850,000 *San Diego Union-Tribune* account, after a review involving 22 local agencies. WFC, San Diego, which closed, is the former agency.#

Special Report

Ted Carr

Stretching to deliver readers' needs

By Belinda Hulin-Salkin

Affordable, accessible and essential, the daily newspaper for decades was America's mass medium. But today, battered by other media and changing demographics, the newspaper is in danger of wearing down to a Sunday-morning option.

With sophisticated graphics, target marketing and advertiser incentives, the industry is trying to regain its preeminence. Although some newspaper executives wonder whether it's too little too late, no one is sounding the death knell yet.

Two-thirds of all American adults still read a newspaper every weekday; 86% read a paper at least once a week. Newspapers are purchased regularly in 74% of all U.S. households, reports the Reston, Va.-based American Newspaper Publishers Association.

Newspaper readers come in all shapes, sizes, income brackets, education levels, age groups and ethnic backgrounds. They live in cities, suburbs, towns, resorts and rural areas. By all demographic standards, the newspaper is a solid mass-market medium.

But, says Bill Baker, group VP-news for Miami-based Knight-Ridder, "These days it takes so much effort and so much money just to keep circulation about even. It's an enormous selling job. And in spite of it, overall circulation and household penetration have been going down."

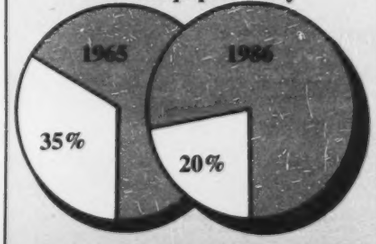
The circulation decline hasn't been dra-

(Continued on Page S-2)

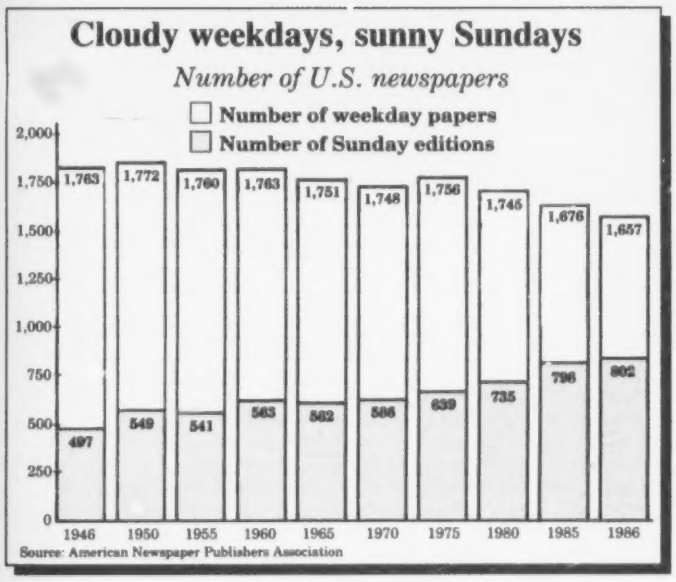
Belinda Hulin-Salkin is a frequent contributor to Special Report who writes regularly about media topics.

Unless otherwise noted, all circulation figures used in this Special Report are weekday averages for the six months ended March 31, as published in Audit Bureau of Circulations' FAS-FAX report.

Number of Americans reading two newspapers daily



Source: Newspaper Advertising Bureau



Delivering readers' needs

(Continued from Page S-1)

matic. According to the American Society of Newspaper Editors, overall daily newspaper circulation dropped 0.4% last year to 62.5 million. That loss follows a 1985 decline of 0.5%. Household penetration has slipped 10% during the last decade, a situation attributed to the increasing number of single-person households in the U.S.

Since 1965, total morning and evening circulation has hovered between 60 million and 63 million. Publishing executives blame the mid-'70s energy crisis and rising newsprint costs for initiating a circulation slump. But 10 years later there's been no real recovery, despite a larger group of potential subscribers.

Industry observers say many factors have contributed to dailies' lackluster performance. Competition from broadcast and cable TV and radio has intensified. Magazines continue to vie for reader attention. In large urban markets, observers say many newspapers don't address the concerns of poor or ethnic populations—and in some areas, illiteracy is the real concern.

Lifestyle changes also have had an impact: According to recent studies, many former newspaper subscribers say they don't have time to read a paper every day.

"We got into trouble because we didn't pay as much attention to the product as we should have and we didn't pay as much attention to service as we should have," says Reg Murphy, president and publisher of Times Mirror Co.'s *Baltimore Sun*.

Mr. Murphy, who also chairs the Readership & Retention Committee of the Newspaper Advertising Bureau's Future of Advertising project, says publishers need to learn more about what readers want from a newspaper. In addition, he says newspapers should be delivered at the readers' convenience, even if that means altering press schedules.

> ***"More people have white-collar jobs, and get off at 5, 5:30 or later. They have more time to read in the morning."***
>
> **Stuart Tolley**
> **NAB**

"It's taken newspaper editors and publishers a while to understand that they aren't the readers' first source of news," he says. "On breaking stories, radio will always get the information out first. Meanwhile, not enough attention has been paid to the wide variety of interests that people bring to newspapers.

"Think of each special interest as a 10% block of the paper: sports, comics, news, business, features . . . each of these is worth 10%. If a person is interested in only one 10% block of the paper, you have an occasional reader. With two 10% blocks, you get a regular reader. And with three blocks, you've got a subscriber.

"For years the industry ignored those special-interest segments. Instead we thought, 'There is a ninth-grade graduate out there that needs to be told certain things,' " he says.

Burl Osborne, president and editor of A.H. Belo Corp.'s *The Dallas Morning News*, agrees that more attention must be paid to reader interests and needs. "Sometimes we all behave like pamphleteers," he says. "We put out newspapers that we think are good and we don't bother to see what the reader thinks of it."

Mr. Osborne recently wrote a manual called "Readers: How to gain and retain them," under the auspices of the Future of Advertising project. Without giving a prescription for individual publishers, the book raises questions concerning

(Continued on Page S-4)

Six million Michiganders have one thing in common. They don't read the Detroit papers.

If you think you can cover all of Michigan by buying only the Detroit papers, you've underestimated us. We're Booth, 8 great daily newspapers. And, we reach a most valuable segment of those six million Michiganders. Valuable in size and significant in buying power. It's called Booth, Michigan and it's America's 10th largest metro market. The 9th largest market of households with an income of over $25,000 a year. You can reach this important market–a market whose mobility is distinctly upward–by calling Booth Newspapers at (313) 540-5600.

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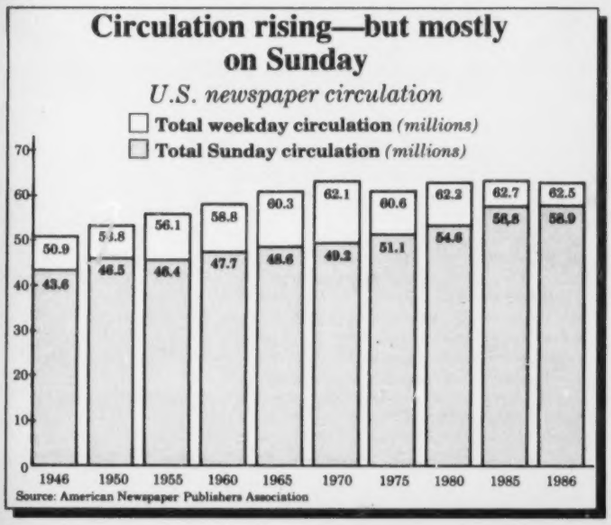


Delivering readers' needs

(Continued from Page S-2)

readership, the marketplace, newspaper pricing, distribution, promotion and the product itself. Throughout, Mr. Osborne argues that the best way to improve newspaper circulation and penetration is to improve quality—as perceived by readers.

"We want people to feel they have to read the paper—to feel intellectually naked if they don't read it," he says.

Building a franchise with readers in certain high-interest areas such as sports or business might be one way to hold readers, Mr. Osborne suggests. Other executives say improved design and top-flight staffing can be a draw. However, Mr. Osborne warns that such changes—expensive and slow to show results—should be considered an investment in the future.

In their zeal to sign up new subscribers, newspaper publishers in recent years have increased use of all kinds of ad campaigns, promotions and incentives. The ASNE new-subscriber study tends to support what many observers have been saying all along: Gimmicks and high-pressure selling don't build a loyal circulation.

"It's like a farmer who grabs a fresh cow plot and throws it against a barn door . . . some of it sticks and some of it doesn't," says John Morton, a newspaper analyst for Lynch, Jones & Ryan, Washington. "Promotions and contests tend to attract marginal readers, people who weren't attracted by the newspaper itself. Eventually, they move on."

Dorothea Coccoll Palshow, VP-circulation of *The Wall Street Journal*, agrees. "We don't inflate our cover price so we can offer low-price subscriptions and we don't sell the product with clock radios," she says. "By avoiding incentives, we get individuals to make a commitment to the product. We want quality circulation growth."

The New York-based Dow Jones & Co. property is up 2% in circulation this year, to slightly more than 2 million, and the paper expects to benefit from the aging of the baby boom, given the average *Journal* reader's age of 43. The paper supplements its "Daily diary of the American dream" TV spots, via Fallon McElligott, Minneapolis, with targeted direct-mail pieces. The direct-mail campaign offers no free trials, no discounts.

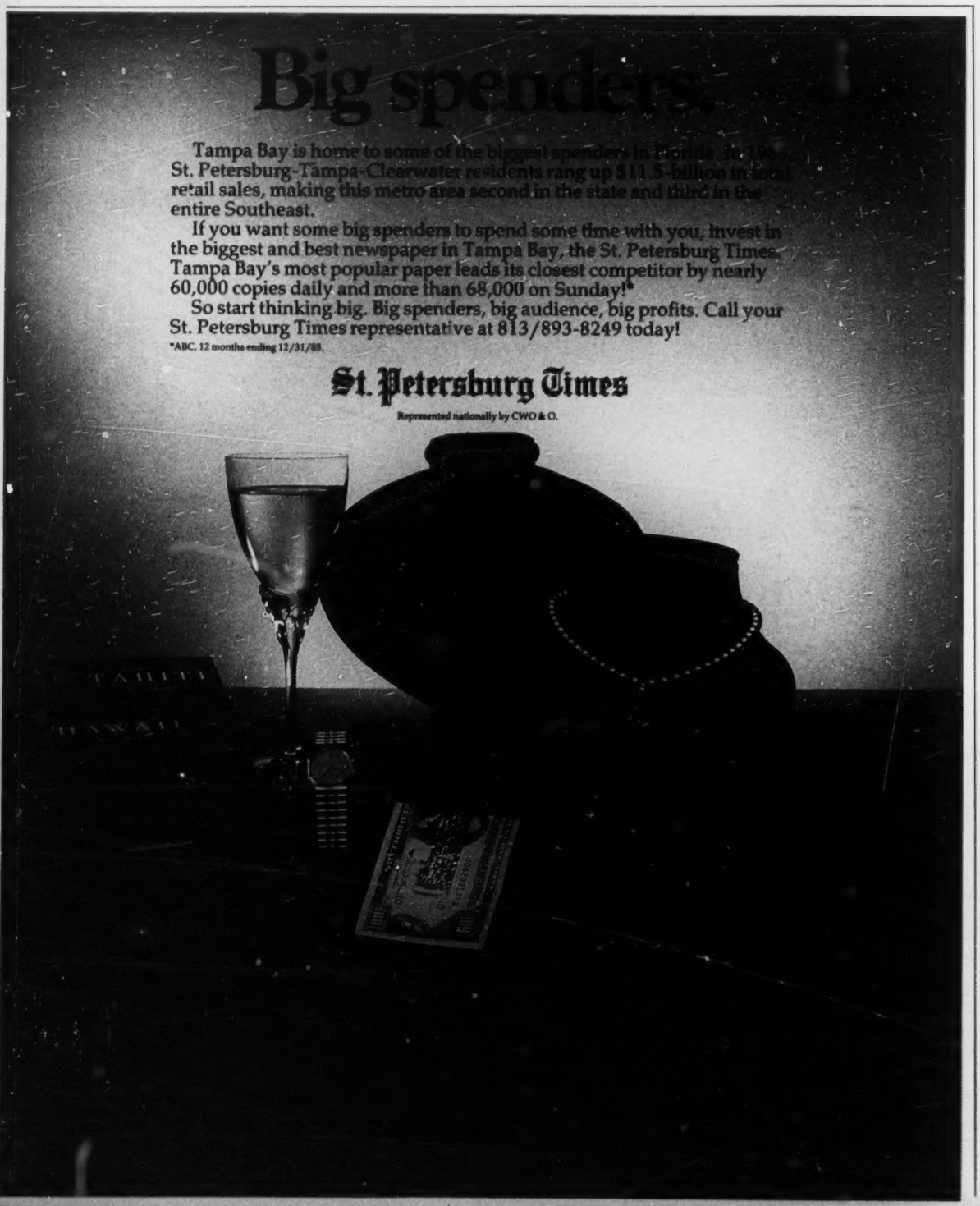
Other publishers argue that the few subscribers retained through promotions make the effort worthwhile. "The people who drop out weren't worth getting. But that's simply the process you go through to expand your audience," says David Els, circulation manager for *The Christian Science Monitor*, Boston. "Thirty percent of our promotion subscribers will stick with the program. We got them because we provided an incentive for them to try a copy."

Mr. Els says publishers ultimately will have to fight the circulation battle by finding new ways to reach readers and capture their attention. In the past year, the *Monitor* has boosted its circulation from 156,700 to 186,200. Mr. Els largely attributes the increase to direct-mail promotions; he says the paper sent out some 4 million pieces of mail last year. Promotions have included half-price sales and one-month free subscriptions; earlier this year, the *Monitor* tested a clock premium.

Like *The Wall Street Journal*, *The Christian Science Monitor* is a secondary read for most households, making it a particularly tough sell. The number of Americans who say they read two papers a day has dropped from 35% in 1965 to an estimated 20% today, according to NAB. In some cases, the switch from two papers to one hasn't been voluntary. Two-newspaper cities are a vanishing breed. In 1980, there were 1,745 newspapers in the U.S.; last year the number had dropped to 1,657.

Although evening newspapers still comprise the lion's share of that total, there's been a definite trend toward morning papers.

(Continued on Page S-6)


Big spenders.
Tampa Bay is home to some of the biggest spenders in Florida. In '86, St. Petersburg-Tampa-Clearwater residents rang up $11.5-billion in total retail sales, making this metro area second in the state and third in the entire Southeast.
If you want some big spenders to spend some time with you, invest in the biggest and best newspaper in Tampa Bay, the St. Petersburg Times. Tampa Bay's most popular paper leads its closest competitor by nearly 60,000 copies daily and more than 68,000 on Sunday!*
So start thinking big. Big spenders, big audience, big profits. Call your St. Petersburg Times representative at 813/893-8249 today!
*ABC, 12 months ending 12/31/86.
St. Petersburg Times
Represented nationally by CWO & O.

Homework pays off in future readers

It's a newspaper publisher's dream: A 5-year-old kindergarten student runs into the house after a hard day at the playground. He kicks off his shoes, grabs a cookie and demands, "Where's my newspaper?"

To ensure future growth, daily newspaper executives are trying to build a franchise with future subscribers. Anyone who stands taller than an upright front page is fair game.

"If we can acquaint students with the value of a newspaper at an early age, then there's a much better chance that they'll be readers when they grow up," says Betty Sullivan, assistant director of the Reston, Va.-based American Newspaper Publishers Association Foundation. To that end, the foundation sponsors the Newspaper in Education program in cooperation with local dailies. NIE works through schools to encourage the use of newspapers as a classroom teaching aid.

NIE specialists say aspects of a newspaper can be applied to virtually every subject at every grade level. Comics can help kindergarten students identify words, percentage-off ads offer math lessons, and news stories are raw materials for current events, civics, geography and history lessons.

■ *Education programs prove a valuable lesson for daily newspaper executives*

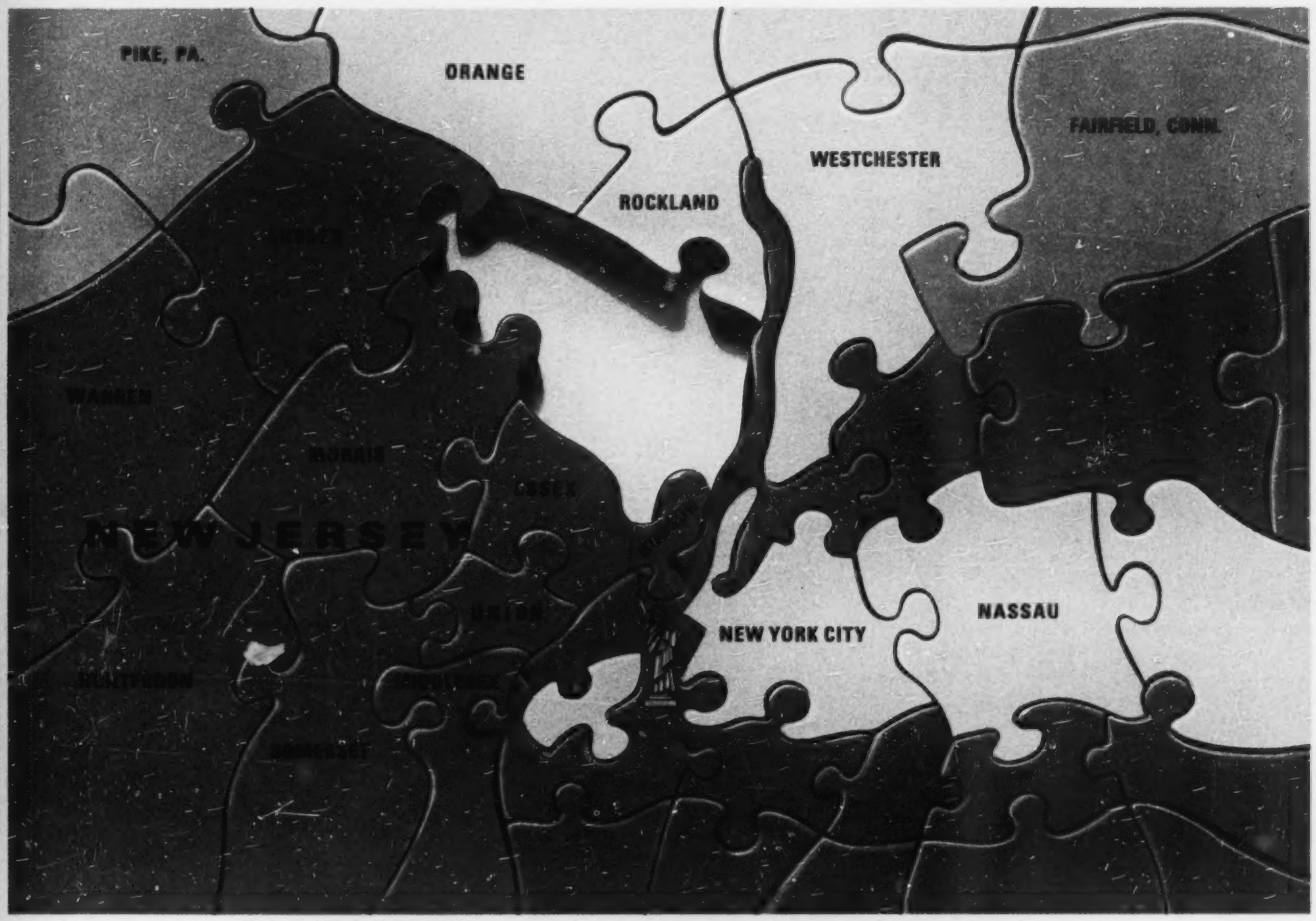
More than 700 newspapers across the country sponsor NIE programs, an increase of nearly 30% over the last three years. Individual programs range from bulk-circulation discounts to teacher-training programs backed by a full staff of NIE representatives.

Although most publishers consider their NIE efforts a community service, a 1985-86 ANPAF survey shows 83% of participating papers believe the program cultivates newspaper readership.

"It's the attitudes of teachers and parents that determine a student's attitude toward newspapers," says Patricia Houk, manager of education services for Long Island, N.Y.-based *Newsday*. "Children who come from families where newspapers are read in the home tend to be more likely to read the paper themselves. But the habit can also be learned at school."

Ms. Houk and *Newsday's* nine-person education services staff support NIE programs in about 1,200 New York area schools. The paper's specialists conduct teacher workshops and provide teaching aids for participating schools. Newspapers are provided to students at half

(Continued on Page S-8)



Is there a missing piece in your media plan?

Trying to put together a media plan for the New York ADI can be a puzzling experience if you're missing a vital piece of the market. Only one newspaper lets you complete your media picture by adding the $20.7 billion in northern New Jersey purchasing power wielded by Bergen/Passaic residents: The Record, New Jersey's largest evening newspaper.

The Record reaches more adults in the Bergen/Passaic market than any other newspaper, and assembles the readers with the greatest spending power. In fact, with The Record you have access to a market whose population of 1,293,400 places Bergen/Passaic 33rd in the nation and is comparable to such markets as San Jose and New Orleans.

With the second highest personal employment income in America, Record readers can afford to indulge in expensive vacations, new cars, financial services, and all of life's luxuries.

And indulge they do. Last year, for example, the average household in the Bergen/Passaic market spent $1,583 in apparel and accessory stores alone, placing it first among the top 50 markets in the entire nation. With a whopping $10.1 billion in total retail sales, this impressive market is 29th among the 317 markets across America.

Sixty-five percent of The Record's affluent audience cannot be reached regularly by any other newspaper. The Record's unique blend of award-winning journalism, full-color graphics and powerful demographics gives advertisers the one forum that fits the life style of Bergen/Passaic residents perfectly. The Record. In the Bergen/Passaic market, it's the one sure way to get a piece of the action.

The Record
We cover your world. All of it.
150 River Street, Hackensack, N.J. 07601
Call John E. Kimball, Director of Advertising at (201) 646-4262.

Sources: © S&MM Survey of Buying Power, 1986 The Scarborough Report, 1986 Simmons-Scarborough National Newspaper Audience Ratings Study, 1985
National Representatives: Sawyer-Ferguson-Walker Co.

Readers

(Continued from Page S-4)

In 1980, there were 387 morning and 1,388 afternoon papers in the U.S. Last year, 499 papers were delivered in the morning, 1,188 in the afternoon. Since 1985, 17 papers have moved to morning distribution, and 32 have dropped from the afternoon roster.

Aside from afternoon papers that have folded, those that switched to a morning schedule may be responding to American lifestyle trends.

"There's been a change in the structure of the American work force," says Stuart Tolley, NAB VP-director of research. "When more people had blue-collar jobs, an afternoon paper was appropriate. People went to work very early and came home early. Now more people have white-collar jobs, they don't start work until 9 and get off at 5, 5:30 or later. They have more time to read in the morning."

Readers and advertisers tend to favor morning papers; despite the large number of afternoon papers, morning circulation topped 37.4 million in 1986, while total afternoon circulation was 25 million, according to ANPA.

The one bright spot in recent newspaper circulation history has been the growth of Sunday newspapers. Since 1980, 67 papers have added Sunday editions, boosting circulation from 54.6 million to the current 58.9 million. Sunday circulation has increased 100,000 in the last year.

According to Simmons' 1987 National Study of Local Newspaper Ratings, 72% of the total adult population of markets studied read a Sunday paper, as compared to 67% for weekday papers. "Sunday papers cover a broader range of interests," says Kay Schultz, major market research director for New York-based Simmons Market Research Bureau. "And of course, on Sundays people just have more time to read."

It all comes back to that familiar refrain: Fighting for a slot on the consumer's sched-

(Continued on Page S-8)

Homework pays off

(Continued from Page S-6)

price. To get students more involved with the paper, *Newsday* occasionally sponsors special events, such as a mock election during the last New York governor's race. Students had to register to vote and cast their ballots. After election day, *Newsday* ran an article giving the results of the student ballot.

The New York Times, New York Daily News and *USA Today* also conduct NIE programs in the New York metropolitan area. "It's competition for us, but it's great for the students," Ms. Houk says.

A recent New York Board of Regents decision gave all NIE programs a boost: Now state textbook funds can be used to purchase newspapers for New York classrooms.

Edward De Roche, dean of the University of San Diego school of education, says that showing teachers how to integrate newspapers into regular classroom studies is essential to the success of NIE programs.

"We think using the newspaper is one way to bring some relevance to the classroom," he says. "The programs help youngsters realize that if they're going to be knowledgeable citizens, they're going to have to read a daily newspaper."

"There's also a transfer effect," he says. "Students who use the paper in school tend to read the paper as adults."

According to a Simmons Market Research Bureau study of the teen market, 62% of all teen-agers read a daily paper. However, other industry studies show that most adults don't begin to subscribe to a paper until age 27. The numbers suggest that between their teen years and their late 20s, most young adults read dailies sporadically.

College students do read campus publications. One Simmons study shows that 51.8% of all students read their school paper, and several magazines have had success with campus editions.

Since 1947 *The Wall Street Journal* has tried to establish an on-campus presence with its own Newspaper-In-Education program. According to Brian Moody, Educational Service bureau manager for *WSJ* parent Dow Jones & Co., about 7,500 institutions currently participate.

"We provide students with a tool to supplement their textbook education with real-life applications," Mr. Moody says. "Textbooks are dated and they take years to produce. We can add relevance to an economics lesson."

The *WSJ* program targets business professors who might use the paper in their classes. It provides discounted student subscriptions as well as special guides to teach students how to use the paper.

According to Mr. Moody, the median age of student subscribers is 23; 40% are female and most are in their junior or senior year of college. And 16% of *WSJ* college subscribers become regular subscribers later.

—Belinda Hulin-Salkin

Readers

(Continued from Page S-6)

ule. According to a 1986 Simmons study, the average adult reads three newspapers a week, down slightly from 1985. In contrast, TV viewing has risen from 22.9 hours a week in 1985 to 24.3 hours a week last year.

In addition to devoting time to other media, consumers have a full agenda of personal activities. The "newspapers stacking up unread" syndrome has driven many subscribers to switch to the occasional newsstand purchase. Publishers hope to fight that trend or find ways to measure and qualify regular newsstand readers.

"The first thing we have to do is concede that it's true . . . many people don't have time to read a newspaper every day. They're not lying," Mr. Murphy says. "We ought to stop trying to make them feel guilty about not getting through the paper every day.

"Then we need to make the paper more compelling, so people will feel that the time they do spend with the paper makes getting it worthwhile."

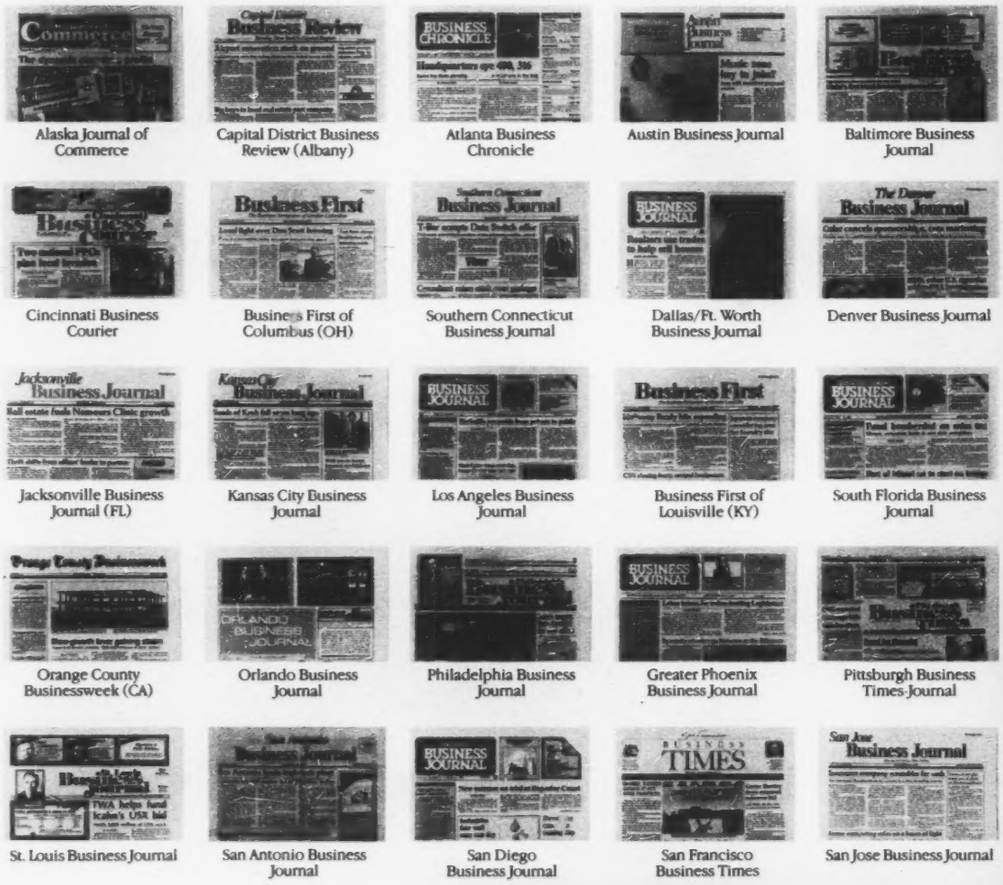
Publishers fight high dropout rate

Newspaper editors' concern about a quality product's importance in maintaining circulation may be a moot point. Although 90% of the respondents to a 1987 study rated their newspapers "good" or "excellent," those people were *former* subscribers.

The study, titled "Love us and leave us: new subscribers one year later," was conducted by the Readership & Research Committee of the American Society of Newspaper Editors. It tracked 1,745 new subscribers to nine daily papers in small, medium and large markets.

According to Bill Baker, group VP-news for Miami-based Knight-Ridder and chairman of the committee, researchers hope that analyzing attitudes among new subscribers can improve circulation retention.

"There's a lot of churn in



TRIED

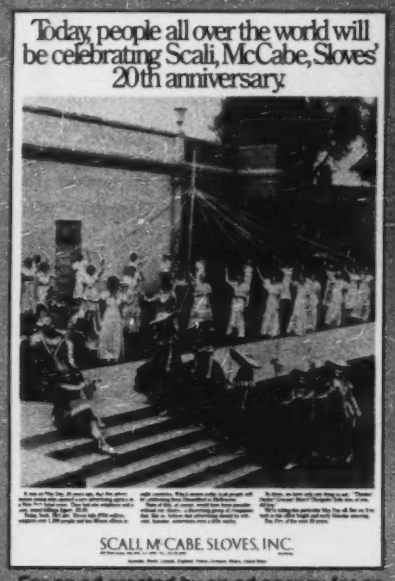
Nobody wants to gamble media dollars on new publications that are untested and unsure. That's why THE NETWORK of City Business Journals is a clear and certain media choice. Because although the name is new, its performance is tried and true. And its effectiveness for reaching corporate decision makers, in their own local business environment, is second to none.

THE NETWORK is comprised of 50 well-established, well-read weekly tabloids that focus on local business news—American City Business Journals, which now includes the former Scripps Howard Business Journals, plus other quality affiliated publications.

In all, THE NETWORK covers

Regional Sales Offices: Atlanta 404-984-8955 Boston 617-542-6913 Chicago 312-337-3981 Dallas 214-702-9597

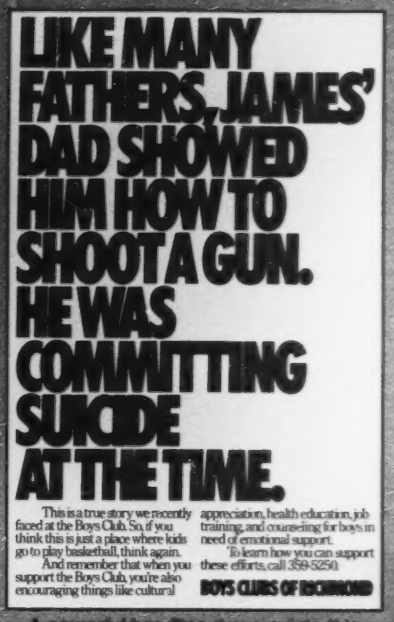
BEST OF PRESS



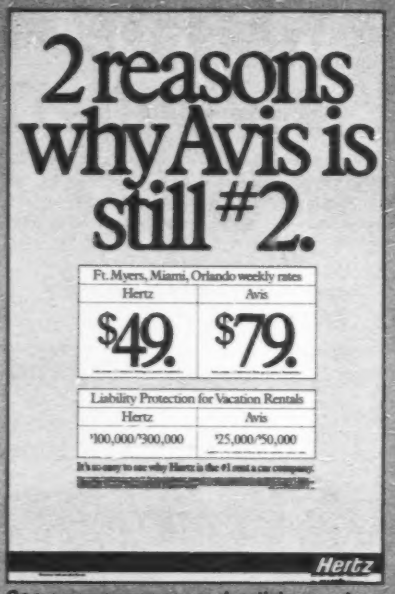
For an ad created by an ad agency for an ad agency, this one, proclaiming New York-based Scali, McCabe, Sloves' 20th anniversary last May 1, is pretty good. Creative director: Sam Scali; copywriter: Larry Cadman; art director: Earl Cavanah; photo: stock.

QUICK! OFF THE TOP OF YOUR HEAD. WHICH BATTERY STARTS THE MOST CARS AT INDY?
It's the same battery that has started more winners at Indy 500 over the past two decades than any other. And every Daytona 500 winner since 1978. The same powerful Sears DieHard* battery that has earned the trust of more people like you than any other
Things move for you when you're at Sears
replacement battery.
SEARS

A combination of an interesting graphic and a headline that complements it makes this ad work for Sears, Roebuck & Co.'s DieHard batteries, via Ogilvy & Mather, Chicago. Creative directors: Bill Waits, Tony De Gregorio; copywriter: Bill Waits; art director: John Gottschalk; photographer: Jim Hall of Lamb & Hall.

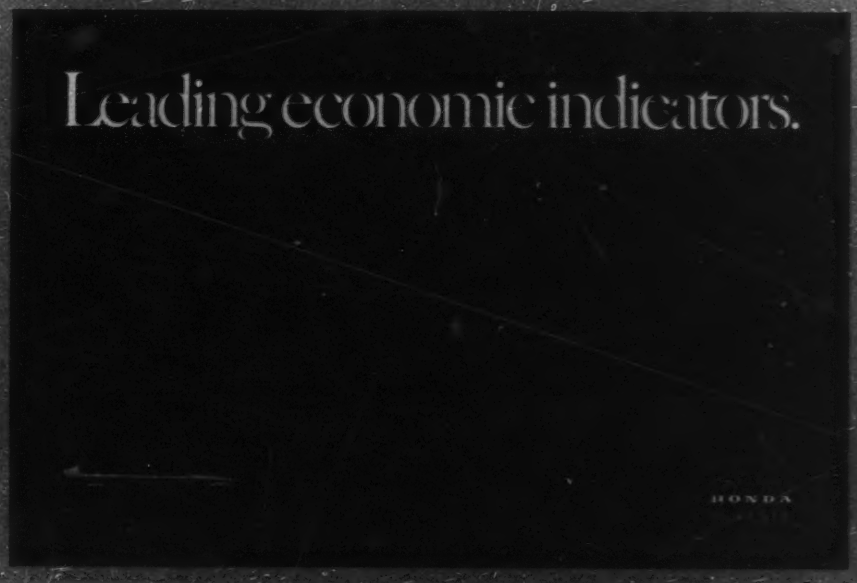

LIKE MANY FATHERS, JAMES' DAD SHOWED HIM HOW TO SHOOT A GUN. HE WAS COMMITTING SUICIDE AT THE TIME.
This is a true story we recently faced at the Boys Club. So, if you think this is just a place where kids go to play basketball, think again.
And remember that when you support the Boys Club, you're also encouraging things like cultural appreciation, health education, job training, and counseling for boys in need of emotional support.
To learn how you can support these efforts, call 358-5250.
BOYS CLUBS OF RICHMOND

A powerful headline drew us into the public service ad for the Boys Clubs of Richmond, from the Martin Agency, Richmond, Va. Creative director: Barbara Ford; art director: Wayne Gibson; copywriter: Andy Ellis.



Some say newspaper advertising works best when it's short and to the point. The headline here, from Scali, McCabe, Sloves, New York, will catch the eye of just about anyone who's heard the famous Avis slogan, and the copy is quickly and easily absorbed. Creative director: Sam Scali; copywriter: Jamie Shevell; art director: Carl Stewart.

Best of Press selections are made by a committee of three: Hank Simons, VP-creative director of the Newspaper Advertising Bureau; James Dunaway, VP-information at the bureau; and William F. Gloede, Advertising Age's newspaper industry reporter. National System Inc., St. Louis, provides tearsheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Gloede in AA's New York bureau.



Time was when you'd have to be crazy to try to run a color ad like this in a newspaper. But in 1987, in *USA Today*, it can make you feel like you're behind the wheel of a new Honda Civic CRX HF. Rubin Postaer & Associates, Los Angeles, topped the illustration with a good headline and strengthened it with short, informative copy. Creative director: Larry Postaer; copywriter: Carole Larson; art director: Jason Wong; photographer: Jay Ahrends.

Ad spending rises 8.3%

NEW YORK—April advertiser spending in major-market newspapers in 16 categories rose 8.3% from April 1986 to $312.6 million, according to the ADVERTISING AGE Flash Report of Newspaper Advertising Investments.

Although all but four categories showed increases, the magnitude of the declines in those four categories dampened what would have been a strong month.

The overall increase was led by three major categories: food stores, up 27.8% to $37.6 million; general-merchandise stores, up 14.6% to $47.1 million; and new passenger cars, up 47.9% to $27 million.

The big gains were partially offset by drops in spending by department stores, down 1.8% to $90 million, and cigarette marketers, down 69.9% to slightly more than $2 million.

Among other categories showing gains were amusements, up 2.7% to $29.6 million; computer stores and supplies, up 5.7% to $4.6 million; radio-TV-phonographs-records, up 3% to $18.8 million; cameras, photo supplies and services, up 91.3% to $470,582; computers, equipment and services, up 7.8% to $3.8 million; public service utilities and communications, up 9.6% to $6.6 million; publishing and media, up 24.3% to $14.2 million; airlines, up 1.3% to $14.7 million; and banks and trust companies, up 20.6% to $12.4 million.

Other declining categories included alcoholic beverages, down 25.7% to $1.5 million; and stock, bond and investment houses, down 7.7% to $2.2 million. The Flash Report, prepared by Media Records here, is based on SAU inch measurements in 27 daily and 23 Sunday newspapers in 15 top markets.#

FLASH REPORT: Newspaper advertising investment for April

April 1987	DOLLARS		CHANGE	
CATEGORIES	1987	1986	ACTUAL $ G OR L	% G OR L
Amusements	$29,617,611	$28,829,917	+787,694	+2.7
Computer stores & supplies	4,592,632	4,344,191	+248,441	+5.7
Department stores	90,031,263	91,643,295	−1,612,032	−1.8
Food stores	37,998,970	29,488,793	+8,201,177	+27.8
Radio, tv, phonographs, records	18,799,207	18,046,937	+752,270	+4.0
General merchandise stores	47,154,778	41,137,068	+6,017,710	+14.6
Alcoholic beverages	1,511,405	2,032,843	−521,438	−25.7
Cameras, photo supplies & services	470,582	21,475	+449,107	+91.3
Computers, equipment & services	3,873,754	3,592,992	+280,762	+7.8
Public service utilities & communications	6,615,832	6,034,475	+581,357	+9.6
Publishing & media	14,242,441	11,458,775	+2,783,663	+24.3
Cigarettes	2,030,861	6,740,919	−4,710,038	−69.9
Airlines	14,732,488	14,545,522	+186,966	+1.3
Passenger cars-new	25,997,089	18,251,821	+8,745,168	+47.9
Banks & trust companies	12,424,494	10,308,365	+2,116,129	+20.6
Stock, bond & investment houses	2,243,964	2,432,400	−188,446	−7.7

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 39 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

JULY

— Art & antiques —

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
Art & Antiques (10X)	—	—	389.5	318.8
Art News (10X)	—	—	676.4	593.0
Southwest Art	73.1	65.7	598.0	493.0
Total Group	**73.1**	**65.7**	**1,663.9**	**1,404.9**
% change		11.3%		18.4%

— Auto/cycle/rec. vehicles —

Autoweek (52X)	142.3	127.2	1,039.7	995.5
Car & Driver	103.3	88.6	667.8	644.7
Car Collector & Car Classics	14.0	16.5	118.6	107.5
Car Craft	92.9	74.6	608.9	512.5
Circle Track	83.6	67.7	536.8	439.9
Cycle	41.1	34.6	364.4	360.3
Cycle World	46.0	32.3	400.6	385.8
Dirt Rider	33.3	33.6	251.7	307.7
Dune Buggies & Hot VWs	81.3	91.8	534.3	612.1
Family Motor Coaching	187.8	164.1	1,110.2	1,062.2
4 Wheel & Off-Road	104.0	96.6	611.7	606.0
Four Wheeler	83.0	82.0	600.0	586.0
Hot Rod	75.9	59.2	540.9	440.7
Motorcyclist	75.4	48.1	379.8	381.0
Motor Trend	68.9	58.2	573.7	470.6
Motorhome	79.6	90.8	587.4	667.5
Rider	38.5	51.9	323.9	400.5
Road & Track	95.7	94.0	733.1	707.7
3 Wheeling	52.3	57.6	298.1	288.1
Trailblazer	48.3	31.5	324.6	262.0
Trailer Life	106.1	107.0	734.1	833.6
Total Group	**1,653.3**	**1,500.9**	**11,340.4**	**11,071.8**
% change		10.2%		2.4%

— Boating & yachting —

Boating	126.3	101.5	1,107.0	1,016.3
Chesapeake Bay	41.3	36.3	313.1	260.1
Cruising World	116.0	124.6	810.0	878.4
Lakeland Boating (11X)	60.2	59.5	519.6	490.5
Motor Boating & Sailing	130.7	131.8	1,199.3	1,286.5
Sail	74.2	84.8	765.3	791.9
Small Boat Journal(6X)	—	—	183.4	166.8
Trailer Boats(11X)	41.3	32.9	430.8	329.4
Western Boatman(6X)	32.8	30.0	155.3	162.8
Yachting	116.9	113.0	996.0	1,002.0
Total Group	**739.7**	**714.4**	**6,479.8**	**6,384.6**
% change		3.5%		1.5%

— Canadian —

L'Actualite	49.8	51.8	544.2	572.1
Chatelaine:				
English Edition A.	55.7	70.4	521.0	650.0
French Edition	48.4	46.0	480.1	551.3
City & Country Home(10X)	—	—	283.8	269.9
Equinox	28.0	32.2	145.1	147.2
Flare A.	36.1	35.3	505.1	478.3
Harrowsmith-Canada (6X)	33.0	28.8	168.0	155.0
Macleans (52X) A.	52.4	66.6	723.2	853.6
Moneywise	27.9	25.8	226.2	254.6
Reader's Digest:				
Canadian-English A.	26.4	46.6	390.2	546.5
Canadian-French A.	17.0	59.8	291.0	476.7
Toronto Life	57.7	57.5	609.9	584.0
Vancouver	51.8	69.1	435.3	500.5
Total Group	**484.2**	**589.9**	**5,323.2**	**6,039.7**
% change		-17.9%		-11.9%

— Civic/fraternal —

American Legion	29.2	22.6	221.5	168.3
Elks (10X)	—	—	121.8	112.1
Kiwanis	—	—	107.1	107.5
Lion (10X)	—	—	49.2	30.0
Rotarian	12.1	11.7	102.5	100.5
V.F.W. (11X)	—	—	193.5	163.9
Total Group	**41.3**	**34.3**	**795.6**	**682.3**
% change		20.4%		16.6%

— Comics —

DC Comics	4.5	5.0	42.0	36.0
Marvel Comics Group	9.0	8.0	62.0	51.0
Total Group	**13.5**	**13.0**	**104.0**	**87.0**
% change		3.8%		19.5%

— General —

American Health (10X)	84.4	74.7	443.2	364.0
American West (6X)	30.2	42.0	147.5	168.8
The Atlantic A.	28.2	17.8	234.2	250.7
Bon Appetit A.	63.0	61.7	552.9	549.7
Changing Times	42.4	42.8	439.9	335.5
Connoisseur	33.2	28.0	481.4	466.1
Consumers Digest (6X)	11.7	19.5	87.0	108.5
Ebony	81.8	77.5	634.5	655.6
Food & Wine	51.3	35.1	375.9	307.0
Games (6X)	—	—	58.8	151.5
Golden Years	34.0	25.0	458.4	163.8
Gourmet	75.9	62.0	664.6	615.6
Harper's A.	24.1	17.5	207.9	159.9
Harrowsmith (6X)	40.3	30.8	185.7	153.1
Let's Live	43.0	49.0	321.0	339.0
Life	39.0	49.6	307.1	383.0
Modern Maturity (6X)	45.9	43.8	142.7	129.4
Money	93.3	97.7	863.7	858.5
Money Maker	—	—	12.2	—
Mother Earth News (4X)	—	—	34.2	30.5
Mother Earth News (6X)	—	—	163.6	158.8
National Geographic	15.7	20.3	138.7	157.8
National Geographic Traveler (4X)	—	—	86.0	78.5
Natural History	29.2	36.5	233.4	284.2
Prevention	59.7	54.9	439.5	430.3
Psychology Today	25.2	26.6	212.6	192.4
Reader's Digest A.	79.1	70.4	660.6	676.9
Rx Being Well (6X)	21.0	18.5	91.0	74.5
Saturday Evening Post (9X)	41.3	38.7	210.7	189.3
Smithsonian	66.8	72.4	546.0	542.7
Sylvia Porter's Personal Finance (10X)	41.2	37.2	302.1	248.7
Town & Country	85.5	55.0	768.3	761.6
Travel-Holiday	22.1	26.6	297.2	297.3
Travel & Leisure	83.5	62.1	667.7	730.8
Vanity Fair	46.1	21.1	363.3	274.5
Writer's Digest	20.3	19.1	192.5	174.5
Yankee	51.7	56.3	520.6	485.0
Total Group	**1,516.8**	**1,390.1**	**12,546.4**	**11,948.1**
% change		9.1%		5.0%

— Home —

Americana (6X)	11.7	17.2	80.9	111.4
Architectural Digest A.	74.4	63.1	824.1	834.2
Better Homes & Gardens	86.2	74.5	746.2	763.5
Colonial Homes (6X)	53.1	46.8	253.4	250.2
Columbus Monthly-Homes (4X)	34.6	29.4	86.9	81.7
Country Home (6X)	51.3	34.7	200.6	175.8
Country Living	62.4	60.8	579.7	490.0
Dallas/Ft. Worth Home & Garden	57.8	71.2	411.7	550.0
Family Handyman (10X) A.	48.8	50.7	351.5	388.4
Flower & Garden (6X)	—	—	139.1	130.0
Home	43.1	37.1	351.1	333.0
Home Mechanics	43.2	41.3	398.8	427.5
The Homeowner (10X)	31.3	25.1	210.9	187.8
Horticulture	30.3	32.0	272.9	278.0
House Beautiful	50.2	39.4	477.3	504.3
House & Garden	72.6	52.0	635.9	626.8
Houston Home & Garden	56.2	70.0	489.2	529.8
Metropolitan Home	40.5	32.2	438.2	401.7
1,001 Home Ideas	39.4	30.1	345.2	269.8
Phoenix Home/Garden	60.3	60.3	494.4	467.3
Practical Homeowner	45.8	55.0	282.1	317.7
Rodale's Organic Gardening	27.3	50.4	366.0	445.2
San Diego Home/Garden	64.5	70.5	478.1	487.3
South Florida Home/Garden	27.4	25.2	204.5	211.0
Southern Accents (6X)	69.1	59.9	357.9	377.9
Southern Living	98.7	99.8	839.6	993.2
Sunset Magazine A.	100.4	117.0	848.7	993.1
Workbench (6X)	34.8	31.5	180.7	191.3
Total Group	**1,415.2**	**1,377.0**	**11,345.5**	**11,817.8**
% change		2.8%		-4.0%

— In-flight & other passenger —

Alaska Airlines	51.5	65.3	381.6	404.7
America West Airlines	50.2	30.0	312.0	137.8
American Way (24X)	94.0	75.0	675.1	644.0
Brighton Inflight Group:				
Braniff	20.2	14.2	101.2	76.8
Continental	39.2	32.5	297.9	217.6
Hawaiian Air (6X)	26.7	—	57.6	—
East/West Network:				
Eastern Review	49.3	71.3	481.7	739.6
Northwest	45.3	48.7	306.8	326.3
PSA Magazine	82.0	80.2	552.3	619.0
Pan Am Clipper	34.2	39.3	285.6	324.7
Spirit	59.0	83.8	407.7	694.8
TWA Ambassador	45.3	—	334.1	—
Vis 'A Vis	47.8	66.2	392.8	684.2
Halsey Publications:				
Air Cal	32.9	51.2	400.6	347.0
Delta Sky	78.3	61.5	544.0	523.8
US Air	53.5	41.3	323.5	307.0
Piedmont Airlines' Pace	71.7	50.6	590.0	557.4
Spirit of Aloha (6X)	29.4	29.1	215.4	197.6
Total Group	**910.5**	**840.0**	**6,660.0**	**6,802.3**
% change		8.4%		-2.1%

— Men's —

Esquire A.	46.0	41.3	579.2	663.0
Firehouse Magazine	27.5	23.0	292.3	293.9
Gentlemen's Quarterly A.	69.3	86.6	875.0	945.6
M Magazine	61.3	24.6	446.3	344.9
Penthouse A.	41.2	34.7	288.6	251.1
Playboy A.	48.6	62.6	363.5	449.4
Salute (8X)	21.8	24.0	122.9	67.2
Total Group	**315.6**	**296.8**	**2,967.7**	**3,015.1**
% change		6.3%		-1.6%

— Metropolitan —

Aloha (6X)	42.4	28.3	129.4	114.0
Atlanta	47.0	39.4	393.4	363.3
Baltimore	70.6	67.0	487.8	499.0
Boston	147.8	144.2	1,045.9	1,023.7
California	40.0	38.9	392.9	431.5
Chicago	75.1	126.8	716.5	857.6
Chicago's North Shore	77.8	70.8	565.2	536.0
Cincinnati	76.4	403.0	53.0	405.2
Cleveland	69.6	73.5	481.6	503.1
Coast (39X)	273.7	300.0	1,174.2	1,408.2
Columbus Monthly	82.7	78.1	462.6	461.0
Connecticut	56.4	73.2	653.0	635.2
D/Magazine, Dallas/Ft. Worth	80.5	104.5	754.4	854.3
Denver	38.1	36.0	240.3	248.6
Detroit Monthly	63.2	38.3	495.3	519.0
Grand Rapids	59.5	53.8	270.2	262.3
Gulf Shore Life (10X)	—	—	568.8	496.0
Honolulu	54.5	53.7	389.6	395.9
Madison	53.0	52.0	454.0	446.0
Memphis	62.0	68.0	517.0	494.0
Metropolitan Detroit	49.2	84.2	454.7	530.4
Miami/South Florida	37.0	43.9	372.7	501.5
Mid Atlantic Country	28.8	32.1	249.3	280.5
Milwaukee	59.0	56.5	400.1	450.9
Minneapolis/St. Paul	82.5	77.0	707.6	634.4
Nashville	35.0	73.0	281.0	282.0
New England Monthly	35.0	39.8	309.1	260.2
New Jersey Monthly	79.8	65.2	596.9	532.1
Ohio	35.0	43.8	389.1	394.0
Oregon (6X)	—	—	149.0	—
Orlando	101.0	98.8	693.5	653.7
Palm Beach Life	20.6	22.5	465.1	444.3
Palm Springs Life	39.3	42.0	716.5	709.4
Philadelphia	180.8	119.4	997.5	864.6
Phoenix	41.7	59.4	455.5	622.8
Pittsburgh	41.2	43.4	465.5	438.9
St. Louis	55.8	66.3	367.7	320.1
San Diego	123.3	116.0	936.5	939.2
San Francisco Focus	63.5	63.7	618.2	615.6
Texas Monthly	75.6	85.7	650.1	866.2
Twin Cities	44.1	42.6	431.7	351.5
The Virginian (6X)	62.0	58.0	236.6	233.0
Washington (7X)	59.5	83.0	240.5	311.0
The Washingtonian	103.6	121.6	989.9	1,006.3
Total Group	**2,923.6**	**3,387.3**	**22,419.1**	**23,196.1**
% change		-13.7%		-3.3%

— Movie/romance/radio/tv —

Macfadden's Women's Group:				
Modern Romances	19.6	22.2	160.4	146.2
Secrets	19.6	22.2	160.4	146.2
True Confessions	19.6	22.2	160.4	146.2
True Experience	19.6	22.2	160.4	146.2
True Love	19.6	22.2	160.4	146.2
True Romance	19.6	22.2	160.4	146.2
Sterling Women's Group:				
Daytime TV	24.5	26.5	172.6	178.0
Modern Screen (6X)	—	—	43.5	47.5
Movie Mirror (6X)	—	—	14.5	17.5
Soap Opera Stars (6X)	—	—	47.5	49.6
TV Movie Screen (6X)	—	—	21.9	25.9
TV Picture Life (6X)	3.0	—	11.3	10.6
Total Group	**144.9**	**159.7**	**1,273.5**	**1,206.0**
% change		-9.3%		5.6%

— Music/entertainment —

Audio	57.7	68.3	533.7	511.7
Dance Magazine	37.5	30.7	328.3	268.7
Playbill	40.0	37.2	304.1	299.3
Spin	30.4	31.5	191.7	205.6
Stereo Review	57.5	69.5	528.3	488.2
Video Magazine	52.0	74.5	469.3	523.0
Total Group	**275.0**	**311.7**	**2,355.4**	**2,296.5**
% change		-11.8%		2.6%

— National Sunday magazines —

Parade (52X)	38.0	36.4	328.6	364.3
Total Group	**38.0**	**36.4**	**328.6**	**364.3**
% change		4.4%		-9.8%

— Outdoor & sport —

Alaska	26.7	36.7	249.4	303.4
The American Handgunner (6X)	53.0	42.0	174.0	142.0
American Hunter	15.7	12.2	117.2	120.4
American Rifleman	15.2	18.8	155.9	157.7
Backpacker (6X)	29.7	33.3	122.1	119.3
Bass Master (10X) A.	—	—	434.4	353.8
Bicycling (9X)	79.8	66.2	619.3	526.9
Ducks Unlimited (6X)	30.0	30.0	101.6	109.7
Field & Stream	73.5	62.7	592.4	624.0
Fins & Feathers A.	47.8	27.2	258.7	274.1
Fishing World	20.0	11.6	169.4	178.0
Flying	47.3	44.7	313.5	262.6
Golf Digest	63.4	73.3	793.6	750.0
Golf Magazine	49.7	45.2	600.0	565.5
Gun Dog (6X)	32.2	30.3	123.9	118.5
Guns	32.0	31.0	184.0	214.0
Guns & Ammo	43.1	40.3	301.4	324.3
In-Fisherman (6X)	54.5	61.5	316.5	271.5
Muscle & Fitness	123.6	115.4	846.3	763.7
Outdoor Life	74.3	56.4	564.0	549.4
Outside Magazine	49.0	53.6	366.6	347.0
Petersen's Hunting	44.9	43.0	309.6	289.0
Rudner's World (13X)	28.0	20.6	256.9	215.4
Southern Outdoors Saltwater (8X)	30.6	—	202.7	—
Salt Water Sportsman	110.3	53.7	821.1	716.1
Sierra (6X)	31.5	39.5	150.9	165.9
Shooting Times	25.4	25.3	227.4	247.0
Ski (8X) A.	36.4	40.1	252.2	249.2
Skiing (7X) A.	—	—	203.3	170.6
Skin Diver	123.3	97.3	761.6	667.1
Southern Outdoors (9X)	36.5	31.9	292.2	224.4
Sport	46.3	32.5	273.4	269.5
Sports Afield	46.2	56.6	618.4	516.6
Tennis	90.2	83.2	527.6	527.4
Waterski (8X)	64.3	52.0	331.3	265.3
Western Outdoors (10X)	—	—	280.3	301.7
Wildfowl (6X)	—	—	30.2	29.4
Wing & Shot	13.4	—	46.9	—
World Tennis	37.1	27.0	218.8	215.7
Total Group	**1,724.9**	**1,496.1**	**13,209.0**	**12,145.9**
% change		15.3%		8.8%

A. Sectional linage included but prorated to circulation of regional editions.

All figures represented in this chart are supplied by the magazines. Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

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JULY

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
— Photography —				
American Photographer	45.5	45.3	250.7	261.8
Petersen's Photographic	24.1	25.4	191.8	178.0
Popular Photography	84.0	68.5	498.3	457.9
Total Group	**153.6**	**139.2**	**940.8**	**897.7**
% change		10.3%		4.8%
— Religious —				
Charisma	46.9	43.3	350.6	380.9
Christian Herald (11X)	28.2	26.3	195.9	194.4
Christianity Today (18X)	21.8	31.0	306.7	305.0
Ministries Today (6X)	—	—	122.4	177.9
Our Sunday Visitor (52X)	8.3	9.2	90.7	74.5
Today's Christian Woman (6X)	27.0	14.5	142.5	110.5
Total Group	**132.3**	**124.3**	**1,208.8**	**1,243.2**
% change		6.4%		-2.8%
— Science/electronic/mechanic —				
Discover	35.9	35.0	312.3	216.8
Family Computing	30.5	33.5	298.7	288.7
Omni	54.9	50.9	404.8	388.2
Personal Computing	163.7	99.6	1,046.1	792.3
Popular Mechanics	83.1	140.5	632.3	689.1
Popular Science	56.4	49.9	491.2	489.9
Scientific American	32.5	24.2	295.8	229.3
Spectrum	52.5	57.8	446.8	585.4
Total Group	**509.4**	**491.4**	**3,927.8**	**3,679.6**
% change		3.7%		6.7%
— Woman/fashion/service —				
Bride's Magazine (6X) A.	—	—	1,268.9	1,099.8
Cosmopolitan A.	119.5	140.7	1,328.0	1,368.9
Essence	72.6	64.4	533.2	548.2
Family Circle (17X) A.	78.6	84.4	812.3	957.7
Glamour	99.4	101.1	1,187.1	1,152.5
Good Housekeeping A.	114.3	130.7	943.0	1,117.0
Harper's Bazaar	53.8	63.1	782.5	799.4
Health	49.9	37.3	337.4	282.9
Ladies' Home Journal	85.6	76.1	679.0	758.0
Mademoiselle	68.0	73.7	930.2	808.8
McCall's	81.2	71.2	632.7	623.1
Military Lifestyle	50.1	57.6	323.6	320.6
Modern Bride (6X)	—	—	1,066.0	927.0
Ms.	107.7	36.5	321.9	274.9
New Woman	55.9	66.7	552.5	493.6
Parents Magazine A.	89.7	93.8	702.8	625.0
Redbook	77.0	74.8	656.9	639.5
Self	62.6	72.0	661.9	640.9
Seventeen	80.2	64.6	763.2	695.7
Shape	67.2	67.9	494.7	495.7
Soap Opera Digest (26X)	15.2	16.2	113.1	105.1
Teen Magazine	46.7	38.6	371.5	327.1
True Story A.	42.0	46.7	324.7	318.0
Vogue	130.2	105.2	1,558.5	1,515.6
W Magazine	130.5	50.3	775.4	655.9
Woman (9X)	36.0	—	170.0	78.5
Weight Watchers	36.0	30.7	227.9	233.1
Woman's Day (16X) A.	96.7	135.0	874.6	908.7
Women's Sports & Fitness	18.0	22.3	159.8	144.8
Workbasket	—	—	190.4	208.7
Working Mother	64.6	49.7	527.6	447.2
Working Woman	66.0	75.6	650.6	696.0
Total Group	**2,095.0**	**1,946.8**	**20,921.6**	**20,267.9**
% change		7.6%		3.2%
— Youth —				
Boys' Life	13.5	11.2	107.6	105.8
Campus Life (10X)	37.9	21.1	231.1	228.6
Total Group	**51.4**	**32.3**	**338.7**	**334.4**
% change		59.1%		1.3%

JUNE

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
— Business/national —				
Barron's	251.5	212.6	1,282.0	1,164.0
Black Enterprise	227.7	224.1	485.9	530.2
Business Week (52X) A.	430.6	346.1	2,126.6	1,881.0
Business Month	37.5	64.4	216.8	289.5
Financial World (26X)	73.3	54.0	391.5	300.6
Forbes (26X)	318.4	357.9	1,552.4	1,610.1
Fortune (26X)	271.5	245.1	1,371.3	1,293.3
Frequent Flyer	66.7	54.7	341.4	351.8
Futures	49.4	42.4	297.0	254.0
Inc. Magazine A.	112.6	114.0	549.6	545.1
Income Opportunities	71.9	59.3	411.9	320.2
Industry Week (25X) A.	94.5	94.5	463.7	549.7
Nation's Business (12X) A.	33.9	41.3	178.1	215.6
Savvy	30.5	33.4	210.3	195.—
Venture	64.4	78.6	384.4	416.5
Total Group	**2,134.4**	**2,022.3**	**10,262.9**	**9,917.1**
% change		5.5%		3.5%
— Business/regional —				
Advantage-Nashville's Bus. Mo.	57.0	62.0	331.0	351.0
Arizona Bus. Gazette (52X)	48.5	37.1	216.6	193.4
Baltimore Bus. Journal	98.7	88.7	515.9	424.6
Boston Bus. Journal (52X)	155.6	137.2	837.3	838.2
Business Atlanta	102.7	110.6	378.7	391.9
Business First of Buffalo	54.4	64.9	355.1	364.0
Business First of Columbus	135.2	87.1	620.5	487.5
Business Journal-Milwaukee	153.4	99.3	717.9	610.2
Business Journal-Sacramento	68.2	59.6	362.0	259.4
Business North Carolina	62.5	42.0	263.6	238.6
Capital Dist. Bus. Review (52X)	104.8	—	399.8	—
Cincinnati Business Courier	137.8	87.0	511.8	379.8
Corporate Report Kansas City	26.1	31.1	136.1	186.2
Corporate Report Minnesota	89.0	66.0	446.0	461.0
Crain's Chicago Bus. (52X)	156.0	204.0	873.0	1,002.0
Crain's Cleveland Bus. (52X)	69.6	70.3	358.1	357.8
Crain's Detroit Bus. (52X)	82.9	74.1	445.4	365.1
Crain's New York Bus. (52X)	59.4	48.1	220.7	215.3
Florida Trend (13X)	61.1	58.6	493.7	498.8
Georgia Trend	49.2	43.7	404.5	307.5
Grand Rapids Bus. Journal	45.7	41.9	259.1	201.8
Hawaii Business	52.2	44.7	261.5	266.7
Indianapolis Bus. Journal (52X)	139.3	166.1	802.7	866.7
Intercorp-Connecticut (26X)	78.0	91.0	490.5	590.0
Kansas City Bus. Journal	86.0	145.4	734.3	588.9
Los Angeles Bus. Journal(55X)	428.3	248.2	124.5	46.5
Manhattan Inc.	76.0	72.1	448.4	412.3
New England Bus. (20X) A.	103.8	—	410.8	488.5
Pacific Bus. News (52X)	132.2	149.0	681.7	697.8
Philadelphia Bus. Journal (52X)	176.8	129.9	834.5	673.2
Pittsburgh Bus. Times (52X)	117.6	115.5	712.0	594.8
Providence Business News	91.5	37.9	424.7	73.2
Regardie's/Washington	134.1	123.7	841.6	736.6
San Diego Bus. Journal (52X)	33.0	44.0	198.0	184.0
St. Louis Bus. Journal (52X)	134.4	163.3	760.1	833.4
Texas Business	33.6	84.9	188.8	351.2
Warfields Monthly Baltimore	65.2	43.0	398.2	178.8
Total Group	**3,698.6**	**3,172.1**	**17,459.0**	**15,716.7**
% change		16.6%		11.1%
— National Sunday magazines —				
Parade (52X)	40.4	59.4	200.6	327.9
USA Weekend (52X)	31.3	45.2	238.8	313.2
Total Group	**71.7**	**104.6**	**529.4**	**641.1**
% change		-31.5%		-17.4%
— Newspaper Sunday magazines —				
Boston Globe	184.7	157.5	1,113.5	1,104.3
Chicago Tribune	99.6	94.3	644.7	546.0
Cleveland Plain Dealer	50.7	52.9	363.0	291.1
Columbus Dispatch	39.9	35.9	233.7	243.4
Detroit News	74.0	72.0	435.0	456.0
L.A. Times	52.7	53.7	362.7	444.7
Louisville Courier-Journal	37.0	49.0	404.0	316.0
Miami Herald	29.5	56.1	238.6	270.7
New York Times Magazine	204.8	302.0	1,919.6	1,882.6
Philadelphia Inquirer	71.0	66.0	412.0	407.0
Seattle Times	54.0	43.0	340.0	319.0
St. Louis Post Dispatch	64.3	54.0	429.3	332.7
Toledo Blade Magazine	38.2	28.3	254.1	259.7
Washington Post	121.3	93.7	815.1	738.1
Total Group	**1,121.7**	**1,158.4**	**7,965.3**	**7,611.3**
% change		-3.2%		4.7%
— Weeklies/bi-weeklies —				
The Advocate (26X)	150.8	126.7	813.4	795.0
Army Times Military Group:				
Air Force Times (52X)	169.2	199.8	1,031.4	1,103.5
Army Times (52X)	469.6	191.0	948.2	999.9
Navy Times (52X)	182.3	203.4	994.8	1,073.7
Capper's (26X)	15.6	16.8	188.7	166.7
Commonweal (22X)	3.5	3.1	57.1	43.4
Golf World (43X)	124.8	110.2	627.5	580.5
Grit (52X) A.	21.8	23.0	174.8	147.6
National Journal (50X)	59.8	59.0	400.5	365.6
National Review (25X)	30.1	16.8	184.6	182.6
New Republic (48X)	58.0	44.8	238.1	217.0
New York Magazine (50X)	325.8	345.6	1,498.1	1,531.3
New Yorker	168.8	193.8	1,140.2	1,180.0
Newsweek (52X) A.	266.1	232.0	1,256.1	1,197.5
People (52X)	267.6	365.1	1,659.2	1,789.3
Rolling Stone (25X)	155.1	101.7	738.1	603.4
Sporting News (52X)	51.1	44.3	302.2	311.8
Sports Illustrated (52X) A.	229.6	242.6	1,290.9	1,362.1
Time (52X) A.	200.6	225.5	1,185.4	1,252.8
Travelhost (52X) C.	3,004.0	3,457.0	17,755.0	18,352.0
TV Guide (52X) A.	184.8	182.6	1,784.2	1,800.5
TV Update (52X) C.	2,679.0	2,634.0	14,014.0	13,639.0
Us Magazine (26X)	51.0	68.0	280.6	242.9
U.S. News & World Report (52X) A.	126.4	153.7	746.2	775.3
Total Group	**8,995.5**	**9,240.3**	**49,309.3**	**49,713.2**
% change		-2.6%		-0.8%
— Foreign —				
Business Week Int'l (52X)	156.6	147.2	672.1	751.8
De Armas Publications:				
Geomundo:				
Central America	12.0	5.0	38.0	22.0
Chile	10.0	7.0	32.0	24.0
Colombia	18.5	11.5	73.5	46.8
Ecuador	10.0	4.0	35.0	17.0
Mexico	9.5	11.0	45.0	36.5
Peru	10.0	4.0	31.0	16.0
Puerto Rico	8.0	1.0	34.0	10.0
U.S.	5.0	8.0	23.7	29.0
Venezuela	18.5	11.0	85.0	61.0
Hombre De Mundo:				
Centrcl America	9.0	4.0	32.0	35.0
Chile	8.0	6.0	32.0	36.0
Colombia	20.5	12.5	59.8	87.2
Ecuador	7.0	6.0	31.0	30.0
Mexico	18.5	19.5	57.0	90.0
Peru	6.0	2.0	22.0	21.0
Puerto Rico	13.0	6.0	36.0	31.0
U.S.	10.7	18.5	71.3	68.0
Venezuela	34.5	23.5	98.0	111.0
Ideas Para Su Hogar:				
Colombia	15.0	14.5	58.5	58.7
Ecuador	5.0	4.0	16.0	12.0
Mexico	7.0	12.0	39.7	31.3
Peru	5.0	5.5	26.0	17.5
U.S.	4.5	4.0	25.2	20.0
Venezuela	11.0	14.5	38.0	58.7
Mecanica Popular:				
Argentina	5.3	2.7	42.2	16.0
Central America	11.0	8.8	54.3	53.7
Chile	6.7	5.0	26.0	28.3
Colombia	15.7	13.8	106.5	89.0
Mexico	15.3	12.2	100.5	55.8
Peru	12.5	9.8	67.3	56.7
Puerto Rico	10.2	5.8	45.3	39.7
U.S.	6.5	7.5	31.3	36.5
Venezuela	12.7	13.5	89.0	61.3
Vanidades Continental:				
Central America	18.3	13.7	85.7	77.2
Chile	8.7	4.3	25.0	22.0
Colombia	88.8	84.2	345.5	324.2
Ecuador	22.8	11.0	104.2	92.2
Mexico	84.3	80.0	412.7	365.7
Peru	16.8	17.5	88.2	57.2
Puerto Rico	28.8	15.0	201.2	166.0
U.S.	41.5	37.7	302.5	242.7
Venezuela	37.2	27.8	210.2	174.7
Hearst International Publications:				
Buenhogar:				
Central America	1.0	3.0	4.0	7.0
Chile	1.0	2.0	7.0	8.0
Colombia	41.3	34.7	152.5	162.4
Ecuador	17.0	14.0	56.0	61.0
Mexico	30.3	29.5	163.5	161.8
Peru	14.0	12.5	55.5	36.5
Puerto Rico	4.0	11.0	19.8	51.5
U.S.	20.0	19.2	128.5	119.7
Venezuela	24.7	15.0	122.7	101.7
Cosmopolitan en Espanol:				
Central America	8.0	6.0	34.0	20.0
Ecuador	3.0	—	12.0	—
Peru	—	—	1.0	—
Puerto Rico	11.8	7.5	80.7	599.0
U.S.(Spanish language)	24.0	30.5	152.0	149.0
Venezuela	14.3	13.0	88.2	68.0
Cosmopolitan Foreign Editions:				
Australia	61.7	59.3	366.4	346.7
Brazil	54.7	57.1	376.9	348.4
China	33.0	33.5	274.5	227.7
France	154.5	130.3	690.9	542.2
Germany	146.3	133.5	735.8	656.0
Great Britain	126.0	136.0	558.0	605.5
Greece	50.0	50.0	245.0	255.0
Holland	91.0	114.0	411.0	414.0
Italy	72.0	65.0	471.8	432.8
Japan	58.8	47.9	280.6	305.6
South Africa	51.0	65.0	400.0	417.0
Good Housekeeping Foreign Editions:				
Australia	38.3	41.0	172.8	172.6
Great Britain	146.1	127.6	747.0	732.6
International Management:				
English	42.2	47.2	179.3	263.8
Middle East	—	—	27.6	46.3
Johnston International:				
Alam Athjarat	35.0	45.1	155.5	217.1
Far East Business	44.8	71.2	160.1	220.5
Modern Africa (6X)	17.3	24.0	35.5	53.1
Latin America Finance (6X)	—	—	49.4	53.4
Newsweek International A.				
Atlantic (52X)	92.3	118.2	440.3	494.7
Latin America (52X)	28.8	44.4	146.2	184.8
Asia (52X)	56.7	81.7	297.8	342.1
Progreso (9X)	4.3	15.0	25.9	42.2
Reader's Digest:				
Arabic	5.0	8.5	56.0	32.5
Asian	234.5	262.0	1,075.0	1,269.0
Australian	46.0	47.3	298.5	349.2
Belgian-Flemish	84.5	108.8	328.0	458.1
Belgian-French	66.5	64.3	223.0	266.6
British	47.4	65.2	268.6	274.0
Chinese B.	132.0	157.0	562.6	630.5
Danish	29.5	57.5	185.8	203.8
Dutch	50.3	57.5	243.6	217.1
Finnish	69.5	83.0	311.0	306.8
French	36.3	15.8	162.0	96.9
German	64.2	54.7	453.3	388.3
Iberian	1.0	1.5	2.0	6.5
Indian-English	79.0	67.5	447.0	421.5
Indian-Hindi	9.5	4.0	88.5	47.5
Italian	90.5	55.0	306.0	214.0
Korean	30.8	34.3	191.6	141.2
Latin American:				
Argentina	9.0	15.0	62.5	66.5
Brazil	—	2.0	—	16.0
Central American	1.0	12.0	22.0	39.0
Chile	5.5	24.0	55.5	70.5
Colombia	30.5	41.5	132.5	109.5
Ecuador	—	9.0	15.0	36.0
Mexico	75.6	92.0	349.1	322.2
Peru	2.0	11.0	20.0	42.0
Puerto Rico	2.0	6.0	18.0	25.5
U.P.B.	1.0	7.0	19.5	34.0
U.S. Spanish	7.0	8.5	48.5	99.0
Venezuela	2.5	6.0	23.0	33.5
New Zealand	52.5	54.0	272.0	300.5
Norwegian	12.5	11.5	95.8	48.5
Portugal	45.5	54.0	226.5	250.0
South African	116.5	89.5	427.0	420.5
Swedish	8.0	17.0	42.0	88.5
Swiss-French	20.0	33.0	129.5	144.3
Swiss-German	33.0	41.0	177.0	187.0
Time International:				
Time-Asia	62.1	90.5	280.5	420.8
Time-Atlantic	104.2	112.5	479.9	570.9
Time-Canada	139.6	172.0	892.0	1,089.7
Time-Latin America	40.2	54.5	172.9	268.—
Vitao (52X)	88.7	106.9	584.0	77[illegible]
Vision/Latin America (24X) A.	37.3	34.7	132.8	127
Total Group	**4,467.8**	**4,686.4**	**22,256.3**	**23,[illegible]0.0**
% change		-4.7%		-5.5%